

# It's in the way that you use it : usage behavior, sales performance, and their interrelationships

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## It's in the Way That You Use It

*Usage Behavior, Sales Performance, and Their Interrelationships*

van

Hannes Datta

1. Analyzing the digital traces of product and service usage will likely become a key factor for business success in the next decade (This dissertation; chapters 1–4).
2. Customers attracted with free trials churn earlier and use core parts of the service less than regular customers, yet respond stronger to marketing communication, offering ways to improve their value (This dissertation; chapter 2).
3. Buying  $\neq$  Using: Adele headed the US Billboard Album Charts in 2012, but consumers listened most to The Beatles (This dissertation; chapter 3).
4. Online music piracy cannibalizes sales. However, piracy also fosters consumers' engagement with artists so that some pirates will buy in the future, reducing the negative effect of piracy (This dissertation; chapter 3).
5. As with all challenges, dealing with big data as we know it today will become a small matter in a few years.
6. Conducting research requires substantial programming efforts. For example, the code written to conduct this research would fill a book with 1,400 pages.
7. Use simple models for as long as possible.
8. Write up papers like telling a story to a good academic friend.
9. Men are mortal. So are ideas. An idea needs propagation as much as a plant needs watering. Otherwise both will wither and die (~ Dr. B.R. Ambedkar, Dalit and first Law Minister of India).
10. Ich hab heut wieder keinen Hit geschrieben, dafür schwof ich auf Wolke 7. Hab mal wieder nicht gemacht was ich sollte, sondern einfach nur was ich wollte (~ Sportfreunde Stiller).
11. Never forget where you've come here from, never pretend that it's all real (~ Take That).